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ABSTRACT

This report is the last in a series of four quarterly progress reports covering Phase III of the University-Urban Interface Program. Its content is concentrated on events and research activities in the five priority areas during the period April-June, 1972. An introductory section briefly redefines these areas: 1) minority and community services; 2) campus development; 3) communications; 4) long-range Pittsburgh goals; and 5) university governance for community relations. Earlier progress reports are reviewed and, in the second section of this report, each priority area is brought up to date and the current status of the program is summarized. See SO 004 802 for related documents. (Author/SHM)

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# PHASE III
# PROGRESS REPORT 4
# (APRIL - JUNE, 1972)

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## UNIVERSITY-URBAN INTERFACE PROGRAM

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# UNIVERSITY-URBAN INTERFACE PROGRAM

## PHASE III

## PROGRESS REPORT 4

(April, 1972 - June, 1972)

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This report constitutes the last in a series of four quarterly Progress Reports covering Phase III of the grant award. Its content is concentrated on recent events and research activities in the five priority areas during the period April-June, 1972. In an introductory section these priority areas will be briefly redefined, and the earlier reports reviewed so that the reader will know where to turn for further information about any particular aspect of the program. It is felt that, since these earlier reports, taken together, present a rather full account of Phase III, it is unnecessary to undertake a lengthy additional document at this time. There is also a UUIP brochure, completed along with the Progress Report for January through March of this year, which gives a comprehensive overview of the program. The research staff, mindful of the onset of the final year of the grant award, is devoting its time to completing any ongoing data collection, as well as to analysis and presentation of the results. In the second section of this report, each priority area will be brought up to date. In a final section, the current status of the program will be summarized.

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1. INTRODUCTION

(a) Content of the Five Priorities:

Priority One: Minority and Community Services: Four projects which represent direct involvement of University schools, departments and individual personnel with the delivery of services to predominantly black community groups are being studied. The projects offer a wide range of activities to be observed and represent both established and entirely new projects.

Priority Two: Campus Development: Pittsburgh's need for additional facilities to accommodate its enormous growth rate and the experience of other urban universities with physical expansion in recent years made this area a natural target for study. Under observation are the University of Pittsburgh's interactions with its neighbors in the process of planning new facilities and the internal decision-making which accompanies this process.

Priority Three: Communications: Another very important area of the relationship between the University and the community in which it resides is that of information exchange. A contemporary urban university, needing public support, must be able to explain its goals and, in turn, learn what its various publics think of it and expect from it. The study of the communications process which is being pursued at Pittsburgh is mainly concentrated on the formal channels of communication, the offices from which they emanate, and an assessment of the effectiveness of the system from the point of view of receiver interest and satisfaction.

Priority Four: Long-Range Pittsburgh Goals: This project was initiated as an attempt to identify regularly and systematically the long-

range goals of the community as well as how the University could best work cooperatively with other community organizations in achieving them. Basic tools have been a survey of community influentials and four Forums on selected major urban problems in which representatives from various segments of the community and from the University participated. At one step removed, UUIP researchers, using participant observation and several unobtrusive measures, are attempting to gauge the success of this project in terms of its stated goals.

Priority Five: University Governance for Community Relations: This priority becomes central for final analysis and reporting. Findings in all the other priorities, as well as some additional information collected on other programs in the University, will be integrated to make some assessment of the University of Pittsburgh's governance procedures particularly with respect to its external publics. An important task will be to attempt to make some recommendations, both in the local and national context, as to how these procedures could be improved or how better means could be found. Research in this priority area necessarily includes the monitoring of internal decision-making procedures. At the same time, a large body of data is being collected to assess the reactions of external publics and internal constituencies to the University's policies and activities.

(b) Material in the First Three Progress Reports on Phase III:

Progress Report 1: This report emphasized the overall content and goals included in the four early priority areas: Minority and Community Services, Campus Development, Communications, and Long-Range

Community Goals. It also sketched some shifts in emphasis from the original plans as directed by events in the process of implementation. This report is largely a statement of "what we are trying to do," although it also contains some methodological notes.

Progress Report 2: In this report greater emphasis was placed on the use of the "Institution-Building" framework as a guideline for the research and the methodological tools which are being utilized. A second part of this report updated program activities, both in terms of recent events in the various projects and the research techniques being brought to bear to monitor them and their consequences. Progress Report 2, then, emphasizes "how we are trying to do it." A final section in this document dealt with the fifth and final priority, that of University Governance with respect to community relations.

Progress Report 3: In the first section of this report, the major concern was for the products of the research, that is, with the final report or reports. Again, in a second section, what was going on in the areas of study and how they were being studied was brought up to date, but this time more attention was paid to reports which were either being written or planned. In this light, each of the five priorities was discussed in turn, and an appendix contained a tentative outline for a monograph which would bring together all the work on the program.

This introductory section is meant to serve as an orientation and guide to more detailed material on Phase III of the program. In the following pages the current status of each project is described.

2. MINORITY AND COMMUNITY SERVICES

(a) Project Right Start (South Oakland-Hill District Center for Primary Prevention)

Current Status of Project: Although there is still no assurance that in the near future Project Right Start will be able to implement the early infancy psychology center as originally conceived, the program is following out plans by working with families in their homes and in neighborhood quarters. Effort is still being made to find physical facilities for a more permanent operating base but in the meantime, more staff is being hired in order to expand the number of young children and their families that can be reached.

UUIP's period of formal relationship with Project Right Start has been completed, but informal ties are being maintained.

Plans for the Presentation of the Results: A chronicle of events in the initiation and development of Project Right Start has been written, plus an analysis of University and community relations involved in the project. This analysis has used the Institution-Building framework, described in Progress Report 2, in preparing this analysis. Copies of the study will be available by the Fall of this year.

(b) Graduate School of Social Work - Neighborhood Centers Association:

Current Status of Project: The formal relationship between UUIP and NCA was discontinued as planned at the conclusion of 1971. It is hoped that some additional interviewing with NCA board members and selected staff will be possible.

Plans for Presentation of the Results: We still anticipate a "continuity and change" focus (as discussed in the January-March 1972 Report). A preliminary review of materials in our project file suggest that an important "piece of the story" that should receive emphasis would be the difficulties in relating University resources to a community through field placement students located within a social service-action agency.

(c) Student Consultant Project:

Current Status of Project: This project has been undergoing a major funding crisis due to a cutback of almost fifty per cent in state monies because of the state's own financial crisis. Project staff have been highly involved in writing proposals and soliciting funds in addition to preparing for new project activities. SCP has plans to place student consultants in large corporations in the Fall for the purpose of bringing various community problems to the attention of the corporations and also suggesting various ways in which the corporations can help solve these problems. Lately the SCP staff have been called upon by community businessmen to perform services other than consulting. These include proposal writing and serving as brokers between larger firms and small businesses.

UUIP researchers have planned to monitor these activities and also to interview the various faculty who have been recently advising the student consultants on academic reports which will be based upon the consulting activities in the field. These reports are intended to satisfy academic requirements while allowing students to engage in community efforts.

Plans for the Presentation of the Results: Due to the crucial financial problems and increased activities by SCP personnel, data collection on the project has been somewhat suspended during the last

two months. However, UUIP has managed to transfer a small sum to SCP to give them some support at this time, and, in turn, SCP will furnish a report. The report will concentrate on a self-evaluation of project activities and will be incorporated into the final report which will emanate from UUIP. This report already exists in a very preliminary draft and has served to point to a number of remaining information gaps which will serve in part to orient the SCP report.

(d) Clarifying Environments Program (CEP):

Current Status of Project: Late this winter, the Clarifying Environments Laboratory, operating in a black ghetto school, was closed due to a funding crisis affecting all local Model Cities projects. The main part of funds to CEP had constituted salaries for ten paraprofessionals.

The Director of CEP met with officials from Model Cities and the Board of Education. Neither of the latter two agencies was prepared to make a decision about the supporting and reopening of the laboratory, which remained closed for six weeks. When the CEP Director made it clear that the laboratory could operate without Model Cities funds (that is, by not using the paraprofessionals who were supported by Model Cities), the laboratory was reopened. At the present time, there still have been no contracts signed between Model Cities and its Pittsburgh recipients, and CEP is presently operating on funds from private sources. During summer vacation the laboratory is open for children who volunteer to come.

Presently, the Research Division of the Board of Education is conducting an evaluation of CEP.

As part of UUIP's focus on how a University project operates in the community, the events mentioned above have been chronicled on a continual basis. Data has been gathered through (1) weekly reports from UUIP

liaison working in the laboratory; (2) a comprehensive report on CEP's theoretical and experimental background, its history in Pittsburgh, and its relations with the local community and community organizations, written by another CEP staff member; (3) minutes from meetings between agency officials and the CEP Director, and (4) comprehensive interviews with officials from Model Cities, Board of Education, the CEP Director, and a CEP staff member. Results from interview studies undertaken by CEP staff among (a) parents of children attending the laboratory, and (b) paraprofessionals trained in the program will be made available to UUIP during the month of July.

Plans for Presentation of the Results: In the context of the University of Pittsburgh, our report will describe the inception of CEP in the community and analyze the major forces which have affected the operation and development of the program up to June of this year. The Institution-Building model, described in Progress Report 2, 1971, will be the framework for our analysis.

3. CAMPUS DEVELOPMENT

Current Status of Project:

During the last quarter we have continued our comparative chronicling efforts, primarily through the accumulation of published accounts of experiences of other universities. We continue also our frequent concurrent evaluation interviews with appropriate University policymakers.

We are continuing to attend, as observers, the formative sessions of Oakland Development, Inc. (ODI). ODI is a community joint planning group composed of about 20 interested parties--both institutional and citizen--who share a common concern about the future of the Oakland area. As of late June, ODI has elected temporary officers and established two committees. It is expected that within the next few months by-laws will be adopted and the organization will become formally operational.

In order to fill out our data base, UUIP is currently negotiating with representatives of the major groups involved in the campus development controversy to complete for us short papers covering perceptions of each group's goals and objectives, perceived major issues, and prognoses for the future. In addition, we will be interviewing all representatives to the ODI. These two activities will conclude our data gathering on campus development--except for the recording of major events in ODI development--and permit us to begin the final analysis in preparation for the final report.

Publication of Results:

A paper dealing with "Community Constraints on University Planning" is being prepared for presentation at the August 7 session of the Society

for College and University Planners meeting in Atlanta, Georgia. It is co-authored by a UUIP staff member and a member of the University's Office of Governmental Relations' staff.

## 4. COMMUNICATIONS

Current Status of Project:

As of June 30, 1972, we have a thirty per cent return on the mail survey of 3,000 University of Pittsburgh alumni and have already been able to relay some of the information to University decision-makers. The extensive section on the alumni activity will be first submitted in a report to the Alumni Association which has sponsored the survey. Other funds have become available to conduct the same kind of survey with the alumni of the other two large local institutions of higher education. This will not only give us "type of institution" data for comparative study, but also provide data about non-University of Pittsburgh alumni. The extension of the alumni survey also provides an avenue for cooperation with the other universities. This second phase of the alumni survey will be completed during the fall.

A readership survey of various publics of the University will be in the field in July. The focus of this study is on the images and expectations people have of the University and the major sources of their information about the University.

Publication of Results:

At present, five kinds of reports are anticipated that will use the alumni survey as their basis. (1) There will be reports to the three Alumni Associations cooperating in the survey; (2) survey findings will be incorporated as part of the final Communications Report; (3) parts of the survey will be incorporated in the campus development report;

(4) parts of the survey will be used in the study of governance; and (5) at least one major paper will be written by the two UUIP staff members who have designed the survey.

The readership survey is basically designed to be an integral part of the final Communications Report. However, a set of questions has been formulated to give additional data to the campus development story. An academic paper is also being prepared by the UUIP staff member conducting the survey.

It is anticipated that all work in the priority area of Communications will be completed by the end of the year.

## 5. THE LONG-RANGE PITTSBURGH GOALS PROJECT

Current Status of Project:

In February, 1972, the last of four Goals Forums was conducted. Each was designed to cover a particular urban problem and included as participants representatives from various sectors of the local community and from the University. In the subsequent period the chief investigators on the project have compiled a detailed feedback report on all four Forums.[1] This report has recently been mailed out to all participants and will also be sent to others in the community and the University who would be interested in the process and the results.

In the planning stage of the Goals Project the investigators had considered an attempt to establish a more permanent joint planning body as a next step following the Forums. However, although this next step is still recommended in the report, the investigators themselves, because of other commitments, do not plan to move in this direction at this time. In order to put some closure on the consequences of the Forums in terms of reactions and any "spin-off" which may have occurred such as new contacts, additional meetings, conferences and the like, the researchers are now mailing out a very brief follow-up questionnaire to all participants. It would be difficult to evaluate the impact of the Forums without some additional information about happenings outside their immediate context. Beyond this, however, activities on the project have now ceased and further data collection is not planned.

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[1] Steele Gow and Leslie Salmon-Cox, A University and Its Community Confront Problems and Goals, University of Pittsburgh: Office of the Secretary, University-Urban Interface Program, June, 1972.

In earlier stages of the Goals Project, a survey was carried out with "influentials" representing many different areas of community life. A complete report on this survey is now undergoing final editing and should be available for distribution in a matter of weeks.[2] The author also plans a follow-up on the survey to be conducted during the Summer of 1972.

Plans for the Presentation of the Results:

A detailed report on the Goals Project from the point of view of the researchers, which was outlined in Progress Report 2, is being written at the present time. However, the final version will have to await the compilation of the results of the questionnaire mentioned above which will provide more insight into the impact of the Goals Forums.

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[2] Jiri Nehnevajsa, Pittsburgh: Goals and Futures, Manuscript in draft.

## 6. UNIVERSITY GOVERNANCE FOR COMMUNITY RELATIONS

Current Status of Project:

All of the findings from other priority areas will serve eventually to contribute to a discussion of the way in which the University handles its relationships with the various publics in its community. The major ongoing data collection has to do with an inventory of University projects and programs which are connected with the interface between the University and the community. We are updating old inventories and gathering new information on activities which directly involve University personnel with community groups on one basis or another. In the process, information is also gathered on earlier projects which have been discontinued and on overlap between schools and departments in program areas. A survey has been completed on all departments in the Arts and Sciences on "experiential learning" programs for students. We are in the final steps of conducting an interview survey of all the professional schools at the University of Pittsburgh concerning their internship programs, as well as community-oriented research, services, and other activities. The next step will include interviews with selected department heads and also with personnel in institutional programs for minorities. The inventory represents the major additional contribution to the information gathered in the other four priority areas. As with the other priority areas, the data has relevance both for external relations and the internal structure of the University.

Plans for the Presentation of the Results:

The research staff are currently primarily involved with finishing any still ongoing data collection, analyzing the data, and writing

reports in the various areas chosen for intensive research. These individual reports will be coordinated for a final monograph in which all the findings will be brought to bear on this final priority. A preliminary paper, in which the findings that have been analyzed to this time will be considered, is to be given at the American Sociological Association meetings this August. On the whole, however, any final discussion of the findings and concomitant suggestions and recommendations for this priority must await the outcome of the reports in all the other priorities.

## 7. SUMMARY OF CURRENT STATUS OF THE UNIVERSITY-URBAN INTERFACE PROGRAM

In looking over this report, it will be noted that one of the pressing problems is ending the phase of data collection and turning completely to data analysis. In a program of this kind, with so many possible ramifications and in an ongoing situation of constant and sometimes rapid change, there is always a temptation to watch one more development, try to find out something about one more constituency or public and so on. This deploys scarce resources from analytical activities and delays producing results. Although it is a difficult choice to make, over the summer data collection activities will have to be phased out in favor of mining the very rich lode which has already been collected.

In the last few months of the grant award, in connection with the seminars we have been holding with members of the Research Advisory Council, a decision has been made generally in favor of writing reports on individual projects and then combining them in a final monograph. In this way it is hoped that sufficient attention can be given to special audiences for particular areas of the research, yet at the same time, since the research team works closely together, the main goals for the program can be continously kept in view. A large number of reports and articles have already been produced by UUIP and others are in progress. We have therefore accomplished a good "head start" toward the final document.